



Wisconsin Youth Tobacco Survey 2000

***Environmental Tobacco Smoke, Cessation, Counter-Marketing,
School Programs, and Enforcement***

Prepared by the

**Bureau of Chronic Disease Prevention and Health Promotion
Division of Public Health
Department of Health and Family Services
PPH 43031 (11/01)**

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Background & Methods

Purpose

The 2000 Wisconsin Youth Tobacco Survey (WYTS) is a new comprehensive measure of youth tobacco use in Wisconsin. The WYTS tracks tobacco use, attitudes, and related behaviors among public school students in middle and high school (grades 6-12).

The 2000 WYTS is the most comprehensive data set to allow for valid statewide estimates of tobacco use among the Wisconsin public middle and high school student population. Of note, it is also the first statewide data collected on tobacco use among middle school youth.

The first report regarding this survey, *Prevalence of Tobacco Use*, was released November 20, 2000 and is available on the Tobacco Control Program web site: <http://www.dhfs.state.wi.us/health/TobaccoControl> or at the address listed at the end of the section. The second report, released in September 2001, focused primarily on findings regarding a number of potential social and familial influences on teenage smoking. The present report will primarily focus on findings regarding environmental tobacco smoke, smoking cessation, marketing and counter-marketing, school programs and enforcement. Following each section is a brief analysis of the importance of the findings covered in several tables.

The first report in this series suggested an important 5% *decrease* among high-school smoking teenagers from a rate of 38% in 1999 to the current level of 33% in 2000. The first report also reported that 12% of middle school students smoked cigarettes.

Wisconsin's 1999 smoking prevalence estimate was measured by a survey called the Youth Risk Behavior Survey (YRBS). This survey includes smoking as one of many at-risk behaviors and therefore provides a less detailed analysis of smoking among youth than the WYTS. According to the Centers for Disease Control and Prevention's Office on Smoking and Health, several unpublished studies have shown fairly high reliability between the two surveys on the issue of smoking rates. This CDC Office stated that the amount of decrease in one year in Wisconsin has so far exceeded preliminary reports from most other states, but that in general rates appear to be moving slightly downward nationwide. It will take several more years of data to assess a continuing drop in this age group in Wisconsin, as well as across the nation.

Methods

The Department of Health and Family Services (DHFS), Department of Public Instruction (DPI), and school districts across Wisconsin cooperated in the survey administration. Surveys were administered during the months of March, April, and May 2000 in 82 randomly chosen schools through a contract with the Department of Preventive Medicine, University of Wisconsin, Madison. The WYTS questionnaire was initially developed through work of the American Legacy Foundation, the Office of Smoking and Health at the CDC and national experts and was adapted for use in Wisconsin.

The 2000 YTS was funded through the Wisconsin Thomas T. Melvin Youth Tobacco Prevention and Education Program, Division of Public Health, DHFS.

Public schools containing the grades 6, 7, and 8 (for middle schools) or 9, 10, 11, and 12 (for high schools) were included in the potential survey sample. A random sample was chosen by standard scientific methods from all eligible schools.

All students in the selected classes were eligible to participate in the survey. The same WYTS questions and definitions were used for both the high school and middle school surveys.

Thirty-eight of 49 randomly selected middle and 44 of 50 randomly selected high schools participated in the Wisconsin Youth Tobacco Survey. Of the 1,626 middle school students eligible in these participating classes, 1,440 (89%) completed questionnaires. In addition, of the 1,565 eligible high school students, 1,307 (84%) completed questionnaires.

Technical/Statistical notes

The survey results in this report have undergone a common sophisticated statistical technique called weighting. This technique compensates for “non-responders” (both the schools and students who did not take part in the survey, when eligible) to better reflect the overall middle and high school population.

Data findings by county, region, or racial/ethnic group were not reported on due to the small numbers demonstrated for many of these populations in the survey sample. Any school (sample) that surveyed less than 50 students was not reported due to concerns with statistical validity. (Stated another way, the number of participants in these schools did not reach accepted standards for presenting findings to ensure valid and repeatable results.) In addition, any questions with less than 50 students responding were not included in this report. These omissions are noted throughout the report.

This report should help provide a baseline understanding of the influences toward smoking behavior in the middle school and high school years. This data will be also be used in conjunction with other local and national data that explores similar topics.

Disclaimer

This report is based only on data from the year 2000. As such, it has potentially strong limitations in regards to tracking of trends in behaviors, perceptions and risk factors that may be of importance in understanding why youth smoke in Wisconsin and how best to devise strategies to prevent and reduce use.

Nevertheless, this report should help provide a baseline understanding of the influences toward smoking behavior and attitudes on smoking behavior in the middle school and high school years. These data will also be used in conjunction with other local and national data that explore similar topics.

The Wisconsin Tobacco Control Program

The Wisconsin Tobacco Control Program, located within DHFS (Bureau of Chronic Disease Prevention and Health Promotion, Division of Public Health), is committed to reducing the burden of tobacco in Wisconsin. The Program, in collaboration with Wisconsin local health departments and other community organizations active in tobacco control, works towards the following goals:

- ❖ **Eliminate Exposure to Environmental Tobacco Smoke**
- ❖ **Reduce Smoking Initiation among Youth**
- ❖ **Promote Quitting among Adults and Young People**
- ❖ **Identify and Eliminate Health Disparities Among Population Groups**

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This information will also be found on the Tobacco Control Program web site at:

<http://www.dhfs.state.wi.us/health/TobaccoControl>

Acknowledgements

Many dedicated persons contributed to the 2000 WYTS survey and analysis. We especially wish to thank all the participating students, teachers and principals.

Major Findings

Environmental Tobacco Smoke

- Sixty-five percent of middle school students and 77% of high school students reported either riding in a car or being in a room with someone smoking a cigarette on at least one of the past 7 days.
- Forty-six percent of middle school students and 43% of high school students reported living with someone who currently smokes cigarettes.

Smoking Cessation

- In both middle school and high school, over 50% of students who smoke tried to quit in the past 12 months. Only 11% of middle school students and 9% of high school students said they participated in a program to help them quit tobacco.

Marketing/Counter-Marketing

- Forty-one percent of middle school smokers and 49% of high school smokers reported smoking Marlboro brand cigarettes most frequently.
- Eighty-six percent of middle school students and 92% of high school students who watch TV reported seeing actors use tobacco products. Additionally, 24% of middle school and 25% of high school students who watch TV reported seeing athletes use some tobacco product some or most of the time.
- Twenty-six percent of middle school and 45% of high school students said they would

wear or use a promotional item from a tobacco company, and 23% of middle school and 27% of high school students said they did buy or receive something with a tobacco company name or picture on it.

Enforcement

- Four percent of middle school and 14% of high school students who smoke reported smoking cigarettes on school property at least one of the past 30 days.
- In middle school, 37% of current smokers and 49% of students who have never smoked participated in a program to say “No” to tobacco. In high school, participation decreased to 10% of smokers and 17% of never smokers.
- Students who smoke reported obtaining their cigarettes in a variety of ways. Middle school students were most likely to report they borrowed them (26%) or had someone buy them (24%). High school students reported they had someone buy cigarettes for them (38%), borrowed them (21%), or bought them (25%).
- Overall, 11% of middle school and 39% of high school smokers under 18 years old who tried to buy cigarettes in a store were asked to show proof of age and 27% of middle school and 41% of high school students were actually refused the sale.

Environmental Tobacco Smoke

Questions, Definitions, and Results

Middle and high school students were asked the following questions:

- ❖ *"During the past 7 days, on how many days were you in the same room with someone who was smoking cigarettes?"*

Response options were (a) 0 days (b) 1 or 2 days (c) 3 or 4 days (d) 5 or 6 days (e) 7 days.

The percent of students who reported being in a room with someone who was smoking was defined as responding (b) 1 or 2 days (c) 3 or 4 days (d) 5 or 6 days or (e) 7 days.

Figure 1. In same room with someone smoking cigarettes at least 1 day of last 7, by gender, Wisconsin middle and high school students

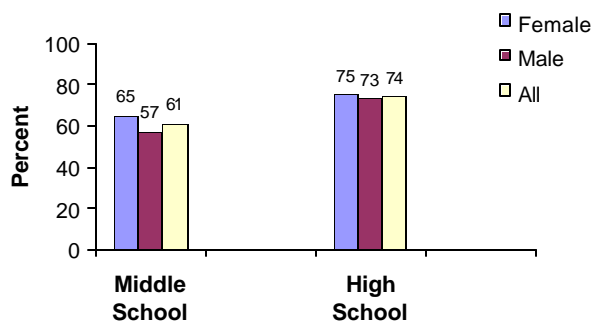
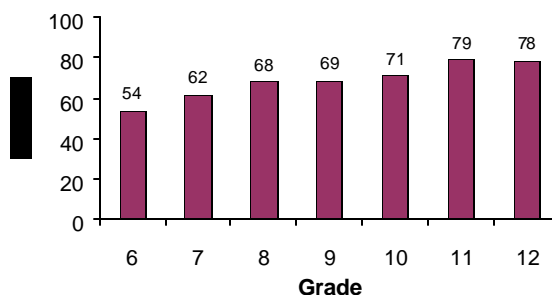


Figure 2. In same room with someone smoking cigarettes at least 1 day of last 7, by grade, Wisconsin middle and high school students



- Sixty-one percent of middle school and 74% of high school students reported being in a room with someone smoking cigarettes in at least one of the previous 7 days.
- More females than males in all grades combined reported being in a room with someone smoking cigarettes.
- Fewer younger students (54% of 6th graders) reported this than older students (79% and 78% of 11th and 12th graders, respectively). These results may reflect the higher prevalence of smoking and smoking among friends as students move up in grades and the likelihood that some exposure is from friends who smoke.

Environmental Tobacco Smoke (continued)

❖ *"During the past 7 days, on how many days did you ride in a car with someone who was smoking cigarettes?"*

Response options were (a) 0 days (b) 1 or 2 days (c) 3 or 4 days (d) 5 or 6 days (e) 7 days.

The percent of students who have ridden in a car with someone who was smoking was defined as responding (b) 1 or 2 days (c) 3 or 4 days (d) 5 or 6 days or (e) 7 days.

Figure 3. In car with someone smoking cigarettes at least 1 day of last 7, by gender, Wisconsin middle and high school students

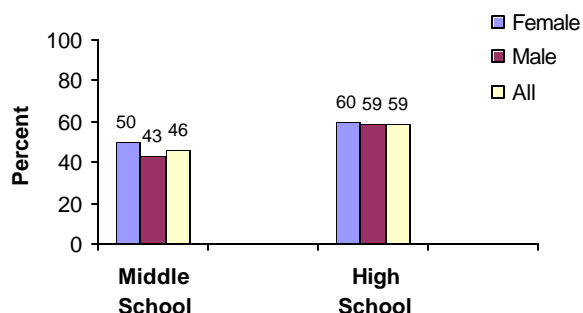
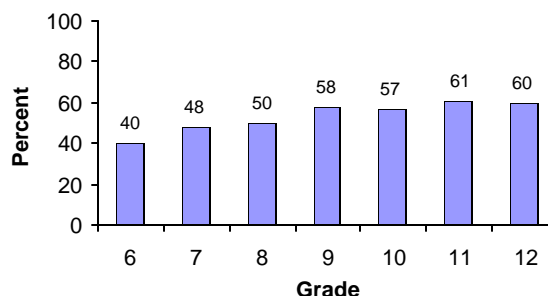


Figure 4. In car with someone smoking cigarettes at least 1 day of last 7, by grade, Wisconsin middle and high school students



- Although fewer students reported riding in a car than being in a room with someone who was smoking, 46% middle school and 59% of high school students have ridden in a car with someone smoking cigarettes in the past 7 days.
- The percentage of students exposed to secondary smoke while riding in a car increases as they go up in grade. This increase is most noticeable in grades 6 through 9.

❖ *"Does anyone who lives with you now smoke cigarettes?"*

Response options were (a) Yes (b) No.

The percent of students living with someone who currently smokes cigarettes was defined as responding (a) yes.

Figure 5. Lives with someone who currently smokes cigarettes, by gender, Wisconsin middle and high school students

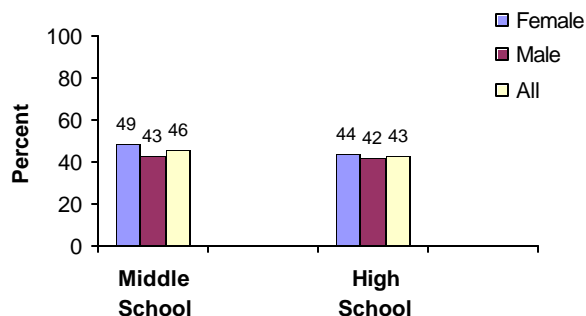
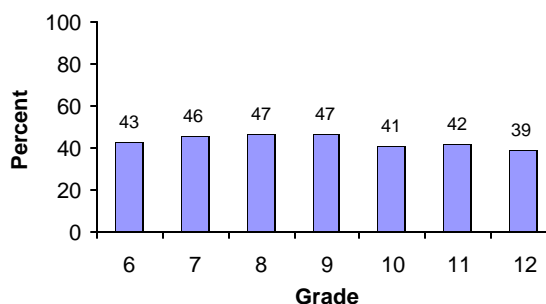


Figure 6. Lives with someone who currently smokes cigarettes, by grade, Wisconsin middle and high school students



Environmental Tobacco Smoke (continued)

- Forty-six percent of middle school students and 43% of high school students reported living with someone who currently smokes cigarettes.
- The percentage of students who currently live with someone who smokes was relatively uniform across grades, ranging from 39% of 12th graders to 47% of 8th and 9th graders.

❖ ***"Do you think the smoke from other people's cigarettes is harmful to you?"***

Response options were (a) Definitely yes (b) Probably yes (c) Probably not (d) Definitely not.

The percent of students who think smoke from other people's cigarettes is harmful was defined as responding either (a) definitely yes or (b) probably yes.

Figure 7. Think ETS is harmful to them, by gender, Wisconsin middle and high school students

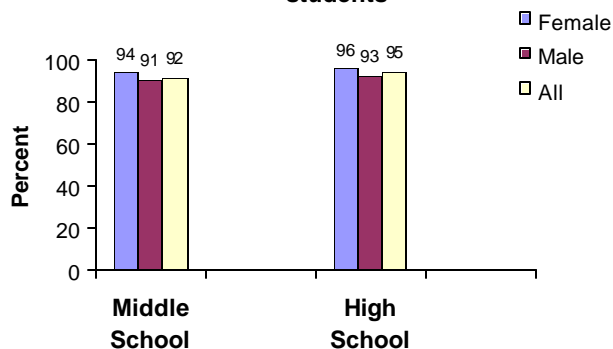
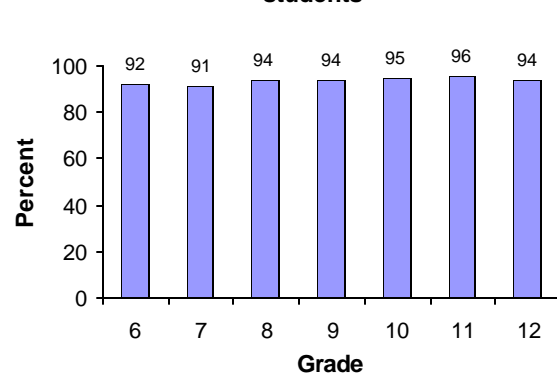


Figure 8. Think ETS is harmful to them, by grade, Wisconsin middle and high school students



- Almost all students, 92% of middle school and 95% of high school students, reported that they think other people's smoke is harmful to them.
- This belief was held by over 90% of all grades surveyed.

Section discussion

Over two-thirds of middle and high school students have been exposed to environmental tobacco smoke within one seven days prior to completing the survey, by either riding in a car with someone smoking or by being in the same room with someone smoking cigarettes. A large amount of exposure to cigarette smoke occurs in the students' home. In this survey, 46% of middle school students and 43% of high school students indicated that they lived with someone who smokes cigarettes.

Among middle and high school students, environmental tobacco smoke can cause a variety of respiratory health effects, including 1) acute symptoms such as respiratory annoyance and irritation, 2) reduced lung function or development, 3) acute lower and upper respiratory tract illness, 4) chronic respiratory symptoms and 4) new cases of asthma or worsening of existing asthma.¹ Students indicate that they know environmental tobacco smoke is harmful. Yet, their parents or other household members at an alarming level are still exposing them.

Environmental Tobacco Smoke (continued)

The Wisconsin Tobacco Control Program has made it a goal to reduce youth exposure to ETS, which is consistent with the Centers for Disease Control's Office on Smoking and Health and other national health efforts. It is probable that this will require a dual approach: 1) reducing smoke in places where children live, play, and learn; and 2) decreasing overall tobacco consumption in the population.

Reference

1. Cook DG, Strachan DP. Health Effects of Passive Smoking-10: Summary of Effects of Parental Smoking on the Respiratory Health of Children and Implications for Research. *Thorax* 1999;54:357-366.

Cessation

Questions, Definitions, Results

Middle and high school students were asked the same following four questions:

❖ *"Do you want to stop smoking cigarettes?"*

Response options were (a) I do not smoke now (b) Yes (c) No.

Students who smoke now and want to quit were defined as responding (b) yes.

Figure 9. Smoke now and want to quit, by gender, Wisconsin middle and high school students

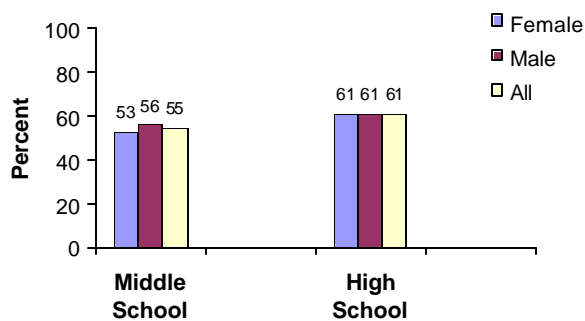
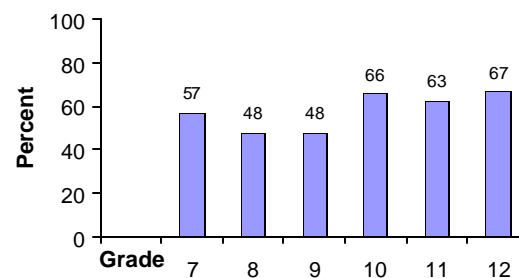


Figure 10. Smoke now and want to quit, by grade, Wisconsin middle and high school students (note: 6th grade too small of sample size for an accurate result)



- Over half of students (55% of middle school and 61% of high school students) who smoke reported that they want to quit.
- There were slight differences between male (56%) and female (53%) middle school students in their desire to quit smoking. This difference was not present for high school students.
- Among smokers, the desire to quit was lowest for students in 8th and 9th grades (48%) and highest among 12th graders (67%).

Cessation (continued)

❖ "During the past 12 months, did you ever try to quit smoking cigarettes?"

Response options were (a) I did not smoke during the past 12 months (b) Yes (c) No.

The percent of students who have smoked cigarettes and tried to quit smoking cigarettes in the past 12 months is defined as responding (b) yes.

Figure 11. Have tried to quit, by gender, Wisconsin middle and high school students

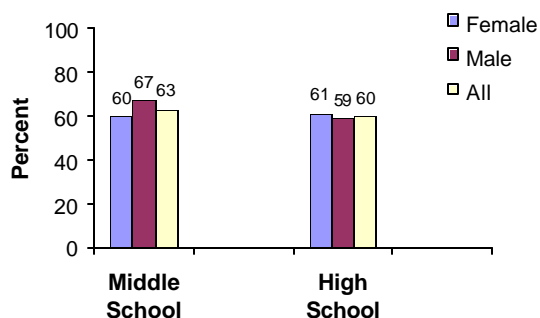
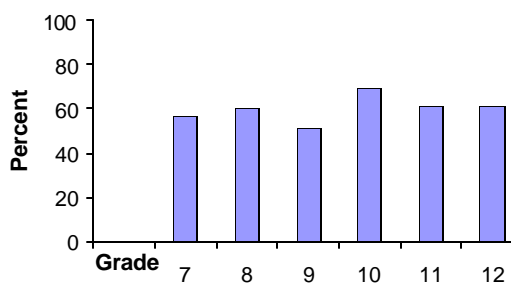


Figure 12. Have tried to quit, by grade, Wisconsin middle and high school students (note: 6th grade sample size too small for accurate result)



- In both middle school and high school over 50% of students who smoke tried to quit in the past 12 months.
- The percent of students trying to quit smoking in the past 12 months ranged from 51% of 9th graders to 69% of 10th graders.

❖ "Have you ever participated in a program to help you quit using tobacco?"

Response options were (a) I have never used tobacco (b) Yes (c) No.

The percent of students who have ever used tobacco and participated in a program is defined as responding (b) yes.

Figure 13. Have ever participated in a program to help quit, by gender, Wisconsin middle and high school students

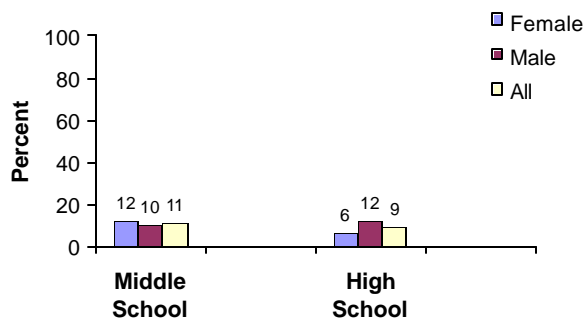
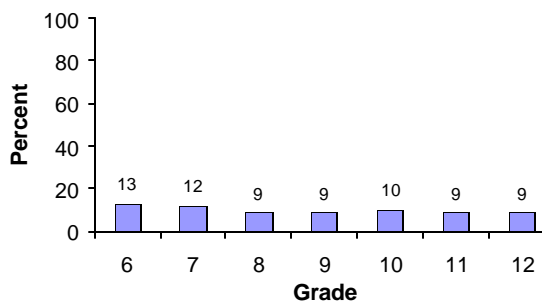


Figure 14. Have ever participated in a program to help quit, by grade, Wisconsin middle and high school students



Cessation (continued)

- Eleven percent of middle school students and 9% of high school students said they participated in a program to help them quit using tobacco.
- In middle school, 12% of females compared to 10% of males participated in programs to quit using tobacco; however, in high school there was higher utilization of these programs by males (12%) compared to females (6%).
- Program participation was highest among 6th and 7th graders at 12-13% but dropped to 9-10% for the remaining grades.

❖ ***"Do you think you would be able to quit smoking cigarettes now if you wanted to?"***

Response options were (a) I do not smoke now (b) Yes (c) No.

The percent of student who smoke now that think they would be able to quit if they wanted to is defined as responding (b) yes.*

Figure 15. Current smokers who think they would be able to quit, by gender, Wisconsin middle and high school students

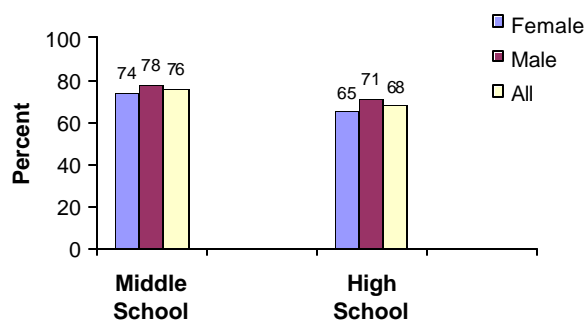
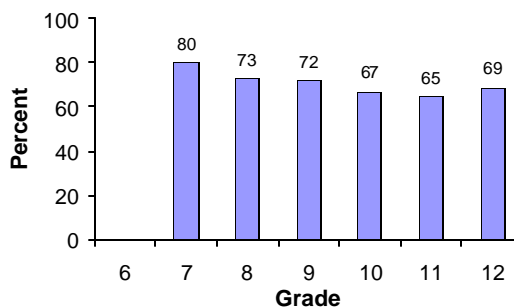


Figure 16. Current smokers who think they would be able to quit, by grade, Wisconsin middle and high school students



- Across all grades and both genders, at least 65% of smokers thought they would be able to quit smoking.
- This belief was strongest among 7th graders (80%), but remained high (65-73%) in the remaining grades.

Section Discussion

Although the desire and attempts to quit are higher for high school students, fewer high school students than middle school students who use tobacco have participated in a program to help them quit using tobacco. It is not known from this sample whether there are fewer programs available to high school students, if they are less likely to participate in a cessation program, or both.

Seventy-six percent of middle school smokers and 68% of high school smokers think they would be able to quit smoking cigarettes. More males feel they could quit than females. The percent of smokers who feel they could quit varies from 80% in 7th grade to 65% in 11th grade. These results contrast with those in Figures 11 and 12 where 63% of middle school smokers and 60% of high school smokers reported that they have tried to quit.

Cessation (continued)

The demand for cessation programs for youth has increased in recent years. Communities and many public health agencies (local, state and federal) are recognizing that a high percentage of youth who are regular tobacco users are interested in quitting. In Wisconsin, 55% of middle school and 61% of high school students reported in this survey that they would like to quit.

The youth component of tobacco control programs should focus not only on prevention of youth initiation to smoke but also on cessation. There are both health and economic reasons that seem to strongly support this view. On an individual level, quitting before age 50 cuts a smoker's risk of dying within the next 15 years in half..² Also, on a community level, effective smoking cessation interventions have proven cost-effective in 3 to 4 years through direct and in-direct economic costs from reduced tobacco use..³

References

2. U.S. Department of Health and Family Services. *The Health Benefits of Smoking Cessation: A Report of the Surgeon General*. Atlanta, GA: U.S. Department of Health and Family Services, Centers for Disease Control and Prevention, 1990. DHHS Publication No. (CDC) 90-8416.
3. Wagner EH, Curry SJ, Grothaus L, et.al. The impact of smoking and quitting on health care use. *Arch Intern Med* 1995;155:1789-1995.

Marketing/Counter-Marketing

Questions, Definitions, and Results

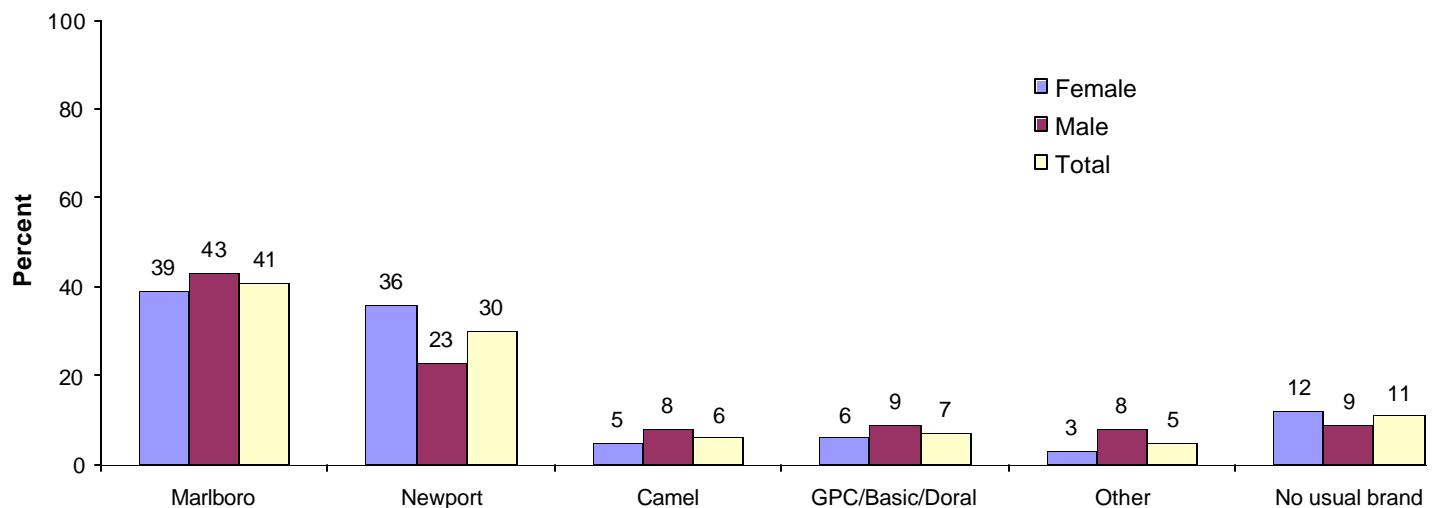
Middle and high school students who are current smokers were asked:

- ❖ *"During the past 30 days, what brand of cigarettes did you usually smoke?"*
(CHOOSE ONLY ONE ANSWER)

Response options were (a) I did not smoke cigarettes during the past 30 days (b) I do not have a usual brand (c) Camel (d) Marlboro (e) Newport (f) Virginia Slims (g) GPC, Basic, or Doral (h) Some other brand.

Current cigarette smoking was defined as smoking at least 1 day of the previous 30 days.

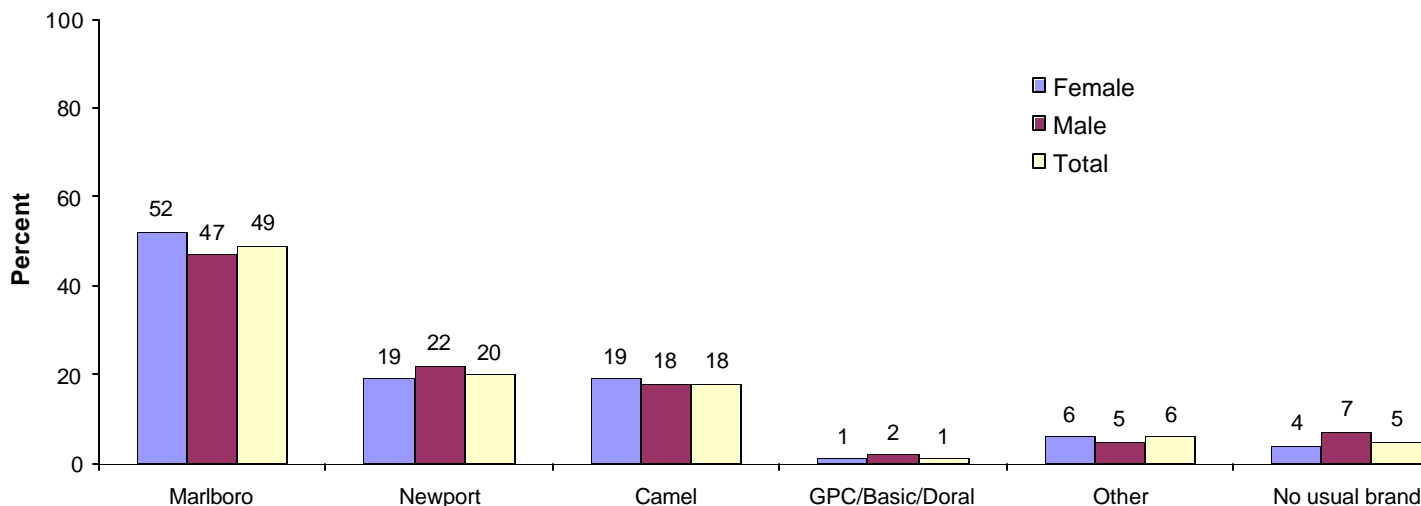
Figure 17. Usual brand of cigarettes smoked in the 30 days preceding the survey by current smokers, by gender, Wisconsin middle school students



- Marlboro was the most commonly smoked brand of cigarettes by middle school students (41%). Thirty-nine percent of females and 43% of middle school males reported that they usually smoke Marlboro cigarettes.
- Newport was the second most common brand of cigarettes smoked by middle school students. More middle school females (36%) than males (23%) reported smoking Newport brand cigarettes.
- Seventy-one percent of middle school smokers smoked either Marlboro or Newport cigarettes. The remaining percentage of smokers were distributed among several different brands.

Marketing/Counter-Marketing (continued)

Figure 18. Usual brand of cigarettes smoked in the 30 days preceding the survey by current smokers, by gender, Wisconsin high school students



- As with middle school students, high school smokers identified Marlboro brand cigarettes as the one they usually smoked more than any other; 49% of high school smokers reported that they usually smoke Marlboro cigarettes.
- Newport and Camel brand cigarettes were the second and third most preferred brands; 87% of high school students usually smoke one of these three brands.

❖ *"During the past 12 months, have you participated in any community activities to discourage people your age from using cigarettes, chewing tobacco, snuff, dip, or cigars?"*

Response options were (a) Yes (b) No (c) I did not know about any activities.

The percent of students who have participated in a program was defined as responding (a) yes.

Figure 19. Participated in community activity to discourage tobacco use, by gender, Wisconsin middle and high school students

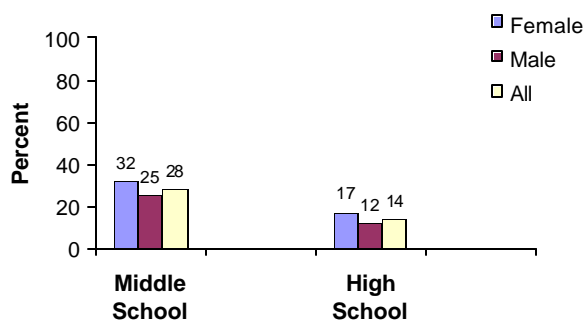
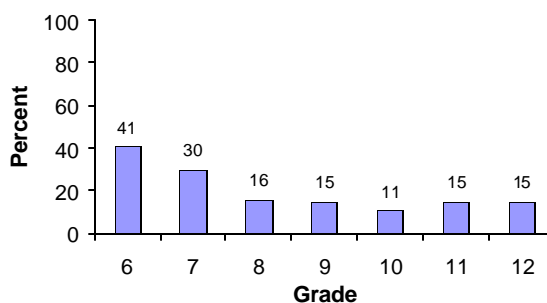


Figure 20. Participated in a community activity to discourage tobacco use, by grade, Wisconsin middle and high school students



Marketing/Counter-Marketing (continued)

- Twenty-eight percent of middle school and 14% of high school students participated in community activities to discourage tobacco use.
- In both middle school and high school more females than males participated in these activities (32% vs. 24% in middle school and 17% vs. 12% in high school).
- Participation was highest among 6th and 7th graders (41% and 30%, respectively). Participation dropped to 16% among 8th graders and continued to decline in high school to a low of 11% among 10th graders.

❖ **"When you watch TV or go to movies, how often do you see actors using tobacco?"**

Response options were (a) I don't watch TV or go to movies (b) Most of the time (c) Some of the time (d) Hardly ever (e) Never.

The percent of students who see actors using tobacco was defined as responding (b) most of the time or (c) some of the time. Analysis was limited to those who responded that they watched TV or went to movies

Figure 21. Watch TV and see actors using tobacco most/some of the time, by gender, Wisconsin middle and high school students

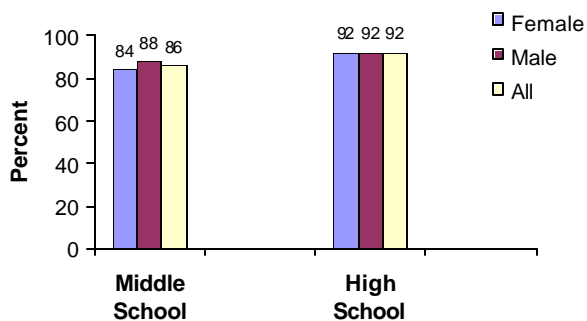
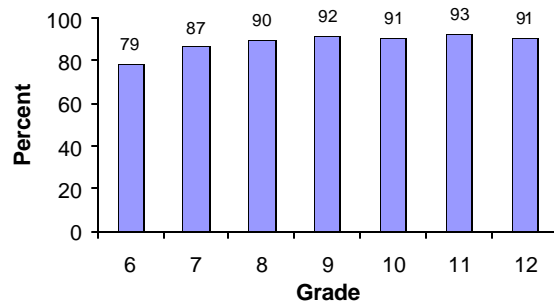


Figure 22. Watch TV and see actors using tobacco most/some of the time, by grade, Wisconsin middle and high school students



- Eighty-six percent of middle school students and 92% of high school students who watch TV or go to movies reported seeing actors use tobacco products.
- Seventy-nine percent of 6th grade students reported seeing actors use tobacco products, and by 7th grade the number of students who reported seeing actors use tobacco products was uniformly high (87% or higher).

Marketing/Counter-Marketing (continued)

❖ *"When you watch TV or go to movies, how often do you see athletes using tobacco?"*

Response options were (a) I don't watch TV or go to movies (b) Most of the time (c) Some of the time (d) Hardly ever (e) Never.

The percent of students who see athletes using tobacco was defined as responding (b) most of the time or (c) some of the time. Analysis was limited to those who responded that they watched TV or went to movies

Figure 23. Watch TV and see athletes using tobacco most/some of the time, by gender, Wisconsin middle and high school students

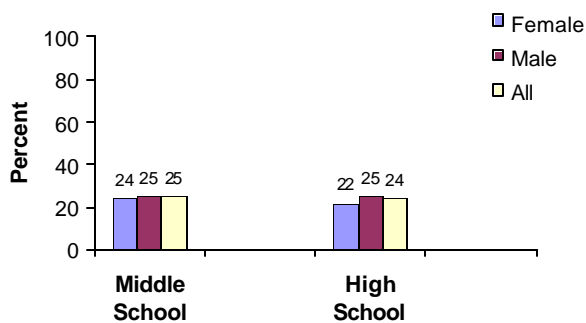
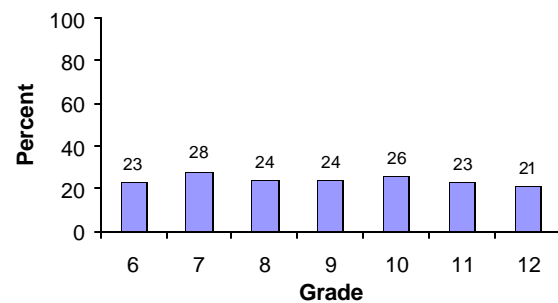


Figure 24. Watch TV and see athletes using tobacco most/some of the time, by grade, Wisconsin middle and high school students



- Twenty-five percent of middle school and 24% of high school students who watch TV or go to movies reported seeing athletes use tobacco most or some of the time.
- There was little difference between genders and across grades for this observation.

Marketing/Counter-Marketing (continued)

❖ *"When you are using the Internet, how often do you see ads for tobacco products?"*

Response options were (a) I don't use the Internet (b) Most of the time (c) Some of the time (d) Hardly ever (e) Never.

The percent of students who see ads for tobacco products on the Internet was defined as responding (b) most of the time or (c) some of the time. Analysis was limited to those who responded that they used the Internet.

Figure 25. Use Internet and see ads for tobacco most/some of the time, by gender, Wisconsin middle and high school students

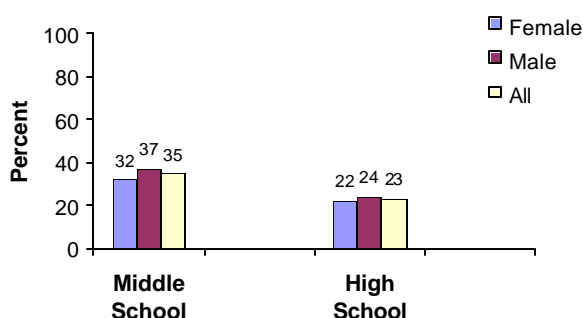
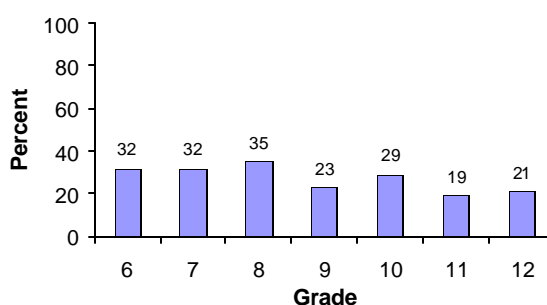


Figure 26. Use Internet and see ads for tobacco most/some of the time, by grade, Wisconsin middle and high school students



- Thirty-five percent of middle school and 23% of high school students reported seeing ads for tobacco on the Internet.
- Among middle school students, 32% of females and 37% of males reported seeing tobacco ads on the Internet. Among high school students, however, the difference between females and males seeing a tobacco ad on the Internet was not as great (22% and 24%, respectively).
- The range for students who reported seeing tobacco ads on the Internet was from 19% for 11th graders to 35% for 8th graders.

Marketing/Counter-Marketing (continued)

❖ *"During the past 12 months, did you buy or receive anything that has a tobacco company name or picture on it?"*

Response options were (a) Yes (b) No.

The percent of students who bought/received anything with a tobacco company name/picture on it was defined as responding (a) yes.

- Twenty-three percent of middle school students and 27% of high school students responded that they had bought or received something with a tobacco company name or picture on it.
- More males than females (28% vs. 18%) in middle school and high school (31% vs. 23%) reported buying or receiving these products.
- Students in all grades were susceptible to promotional items from tobacco companies with a range of 17% of 6th graders to 32% of 8th and 11th graders saying they had received or bought something with a tobacco company name or picture on it.
- Although not shown graphically, a comparison of students who are current smokers and those who have never smoked showed that 47% of smokers in middle school reported buying an item with a tobacco company name or picture on it compared to 15% of students who had never smoked. Among high school students who smoke, 43% reported buying an item with a tobacco company name or picture on it compared to 13% of students who have never smoked.

Figure 27. Bought or received item with tobacco company name/picture, by gender, Wisconsin middle and high school students

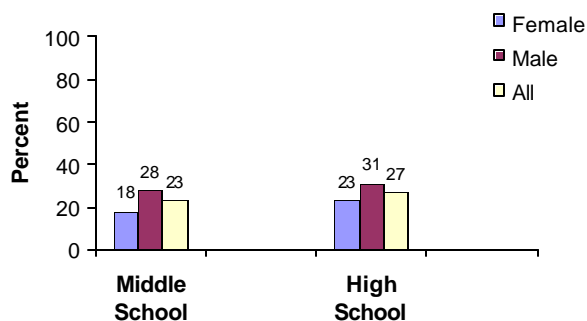
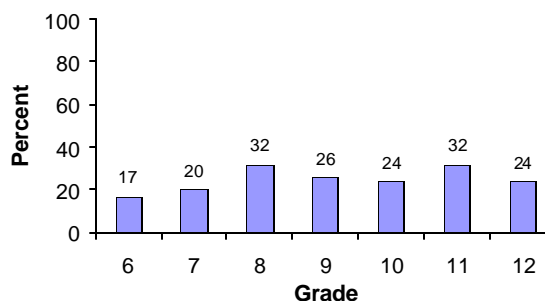


Figure 28. Bought or received item with tobacco company name/picture, by grade, Wisconsin middle and high school students



Marketing/Counter- Marketing (continued)

❖ *"Would you ever use or wear something that has a tobacco company name or picture on it such as a lighter, t-shirt, hat, or sunglasses?"*

Response options were (a) Definitely yes (b) Probably yes (c) Probably not (e) Definitely not.

The percent of students who would wear/use something with a tobacco picture/name on it was defined as responding either (a) definitely yes or (b) probably yes.

Figure 29. Would use/wear item with tobacco company name/picture, by gender, Wisconsin middle and high school students

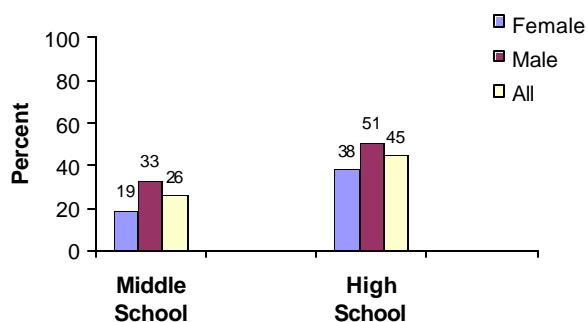
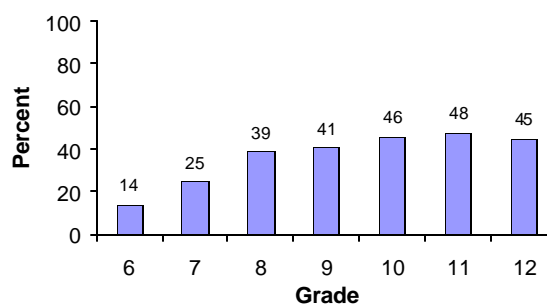


Figure 30. Would use/wear item with tobacco company name/picture, by grade, Wisconsin middle and high school students



- Twenty-six percent of middle school students and 45% of high school students said they would use or wear an item with a tobacco company name or picture on it.
- More male than female middle school students (33% vs. 19%) said they would wear an item with a tobacco company name or picture on it. Similarly, more male than female high school students also said they would wear an item with a tobacco company name or picture on it (51% vs. 38%).
- Although, not shown graphically, there were differences in responses between students who had never smoked and students who smoked with regard to whether they would use or wear an item with a tobacco company name or picture on it. Among middle school students, 14% of never smokers and 58% of current smokers said they would wear such an item, and among high school students, 20% of never smokers and 70% of current smokers said they would wear such an item.

Section discussion

The responses to questions on what brand of cigarettes are preferred by middle and high school students were only analyzed for students who were current smokers. Current cigarette smoking was defined as smoking at least 1 day of the 30 days prior to the survey. In 2000, twelve percent of middle school and 33% of high school students are current smokers. Overall, 41% of middle school smokers and 49% of high school smokers reported smoking Marlboro brand cigarettes most frequently. Newport brand cigarettes was the second most commonly smoked brand. Thirty percent of middle school students and 20% of high school students reported smoking Newport cigarettes. Among high school students, Camel cigarettes were the third most popular brand. The only gender difference in brand of cigarettes smoked was among middle school students. Middle school girls reported smoking Newport cigarettes more often than middle school boys (36% and 23%, respectively). In high school slightly more boys reported smoking Newport cigarettes than high school girls (23% and 19%, respectively).

Marketing/Counter-Marketing (continued)

Virginia Slims brand cigarettes were included as a category, only 1% of middle school females and 0% of males reported smoking them. No one in high school reported smoking Virginia Slims as their usual brand. The responses for Virginia Slims have been included in the "Other" category. Additionally, middle school students report no usual brand (11%) more often than high school students (5%).

Twenty-eight percent of middle school students and 14% of high school students reported they have participated in a community event to discourage persons their age from using tobacco products. Participation in these events was higher for females than males in both middle school and high school and for 6th and 7th graders. Forty-one percent of 6th graders reported participating in an event compared to 15% of 11th and 12th graders. This pattern of greater participation among middle school students in these event was similar to the pattern seen for students participating in school programs where students practice saying "NO" to tobacco (see School Programs).

Eighty-six percent of middle school students and 92% of high school students who watch TV reported seeing actors use tobacco products. Seventy-nine percent of 6th grade students reported seeing actors use tobacco products, but after 7th grade the number of students who reported seeing actors smoking was uniformly high. Additionally, 24% of middle school and 25% of high school students who watch TV reported seeing athletes use some tobacco product most/some of the time.

Among students who use the Internet, 35% of middle school and 23% of high school students reported seeing ads for tobacco some or most of the time.

Twenty-six percent of middle school and 45% of high school students said they would wear or use a promotional item from a tobacco company and 23% of middle school and 27% of high school students said they have bought or received something with a tobacco company name or picture on it. More males than females in both middle school and high school reported that they would or have already bought or received something with a tobacco company name or picture. There was also a significant difference between current smokers and students who had never smoked in response to these questions. Smokers were at least three times more likely to report that they would wear an item with a tobacco company picture and more smokers reported that they had bought or received something with a tobacco company name or picture on it compared to never smokers.

Tobacco advertising and promotion activities appear to increase the risk of youth initiation. Children buy the most heavily advertised brands and are three times more affected by advertising than adults.⁴⁻⁶ Today's average 14-year-old has already been exposed to over \$20 billion in imagery, advertising, and promotion since age 6, creating a "friendly familiarity" for tobacco products, an environment in which smoking is seen as glamorous, social, and normative.⁷ It is crucial for middle and high school students to continue to be asked questions about their brand preferences, as well as their exposure to tobacco advertising and promotion to monitor the impact of these ads on their influence on their smoking decisions.

References

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5. Centers for Disease Control and Prevention. Changes in brand preference of adolescent smokers-United States, 1989. *MMWR* 1994;43:577-581.
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School Programs

Questions, Definitions, and Results

Middle and high school students were asked:

- ❖ ***"During the past 30 days, on how many days did you smoke cigarettes on school property?"***
Response options were (a) 0 days (b) 1 or 2 days (c) 3 to 5 days (d) 6 to 9 days (e) 10 to 19 days (f) 20 to 29 days (g) All 30 days.

The percent of students who smoked on school property is defined as responding anything except (a) 0 days.

Figure 31. Smoked on school property, by gender, Wisconsin middle and high school students

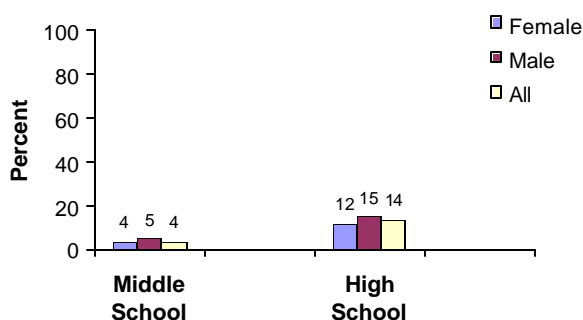
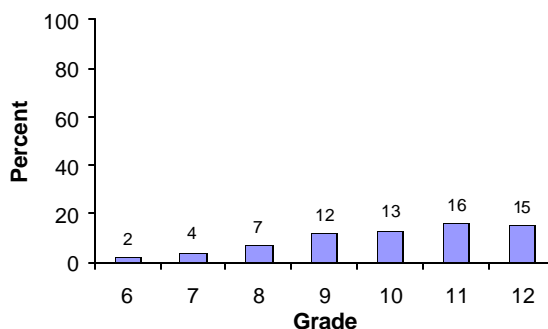


Figure 32. Smoked on school property, by grade, Wisconsin middle and high school students



- Four percent of all middle school and 14% of high school students reported smoking on school property at least one of the 30 days prior to the survey.
 - The percent of students who smoke on school property ranged from 2% of 6th graders to 16% of 11th graders.
- ❖ ***"During this school year, did you practice ways to say NO to tobacco in any of your classes (for example by, role playing)?"***
Response options were (a) Yes (b) No (c) Not sure.

The percent of students who practiced ways to say NO to tobacco in any of their classes is defined as responding (a) yes.

School Programs (continued)

Figure 33. At school this year practiced saying 'NO' to tobacco, Wisconsin middle and high school students

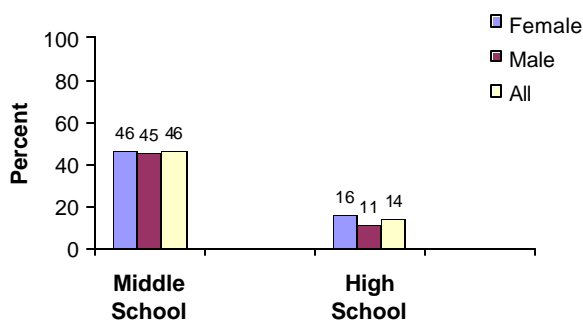
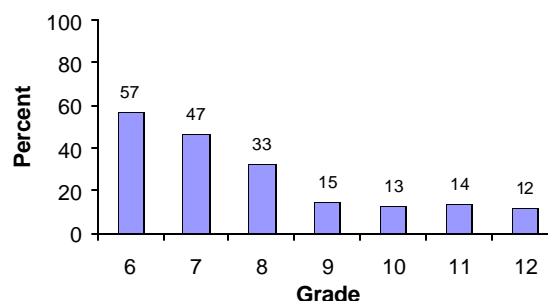


Figure 34. At school this year practiced saying 'NO' to tobacco, Wisconsin middle and high school students



- Forty-six percent of middle school and 14% of high school students participated in a program or role-play in their classes where they practiced saying "NO" to tobacco.
- Female and male students participated in these programs almost equally in middle school, but in high school more females participated in these programs than males (16% and 11%, respectively).
- There was a fairly steady decline in participation from 57% in grade 6 to 12% in grade 12.
- Although not shown graphically, 37% of current smokers and 49% of students who have never smoked in middle school participated in such programs, and in high school 10% of current smokers and 17% of never smokers participated in such a program.

Section discussion

To monitor schools' efforts to reduce tobacco use, it is necessary to measure exposure to tobacco prevention programs, as well as adherence to policies prohibiting tobacco use on school property.

Cigarette smoking is occurring on school property. Four percent of middle school students and 14% of high school students reported that they have smoked on school property at least one of the past 30 days prior to the survey. The range was from 2% of 6th graders to 15%-16% of 11th and 12th graders.

The same question was asked about using chewing tobacco, snuff, or dip on school property during the past 30 days prior to the survey. Five percent of middle school and 8% of high school males responded that they had used these products on school property. Only 1% of middle and high school females reported using these products on school property.

Overall, 46% middle school and 14% of high school students participated in a program or role-play in their classes where they practiced saying "NO" to tobacco. There was a steady decline in participation from 57% in grade 6 to 12% in grade 12.

In middle school, 37% of current smokers and 49% of never smokers participated in a program to say "NO" to tobacco. In high school, participation decreased to 10% of smokers and 17% of never smokers. This question does not discern if participation really does significantly decrease or if the availability of programs decreases, or both.

Wisconsin Youth Tobacco Survey III: Environmental Tobacco Smoke, Cessation, Counter-Marketing, School Programs, and Enforcement

Most smokers start before age 18, therefore, school programs designed to prevent initiation of smoking are important. School-based tobacco prevention education programs that focus on skills training have proven effective in reducing the onset of smoking. School-based programs should enable and encourage youth who have not experimented with tobacco to continue to abstain from use. For youth who have experimented with tobacco, or who are regular tobacco users, school health programs should assist them in quitting (see Cessation Section).⁸⁻¹⁰

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8. Centers for Disease Control and Prevention. Guidelines for school health programs to prevent tobacco use and addiction. *MMWR* 1994;43(No.RR-2):1-17.
9. U.S. Department of Health and Human Services. *Preventing Tobacco Use Among Young People: A Report of the Surgeon General*. Washington, DC:U.S. Government Printing Office, 1994.
10. Glynn T. Essential elements of school-based smoking prevention programs. *J Sch Health* 1989;59:181-188.

Enforcement

Questions, Definitions, and Results

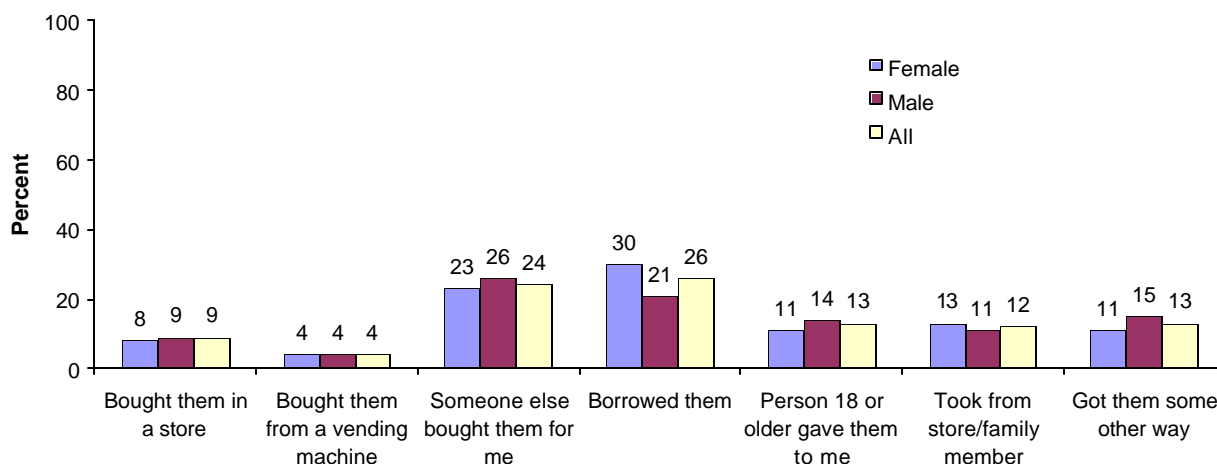
Middle school and high school students were asked:

- ❖ *"During the past 30 days, how did you usually get your own cigarettes?"*
(CHOOSE ONLY ONE ANSWER)

Response options were (a) I did not smoke cigarettes during the past 30 days (b) I bought them in a store such as a convenience store, supermarket, discount store, or gas station (c) I bought them from a vending machine (d) I gave someone else money to buy them for me (e) I borrowed (or bummed) them from someone else (f) A person 18 years old or older gave them to me (g) I took them from a store or family member (h) I got them some other way.

Special notes on this section: 1) responses are tabulated; 2) analysis is limited to current smokers who are under 18 years old; and 3) middle school and high school students are represented on separate graphs.

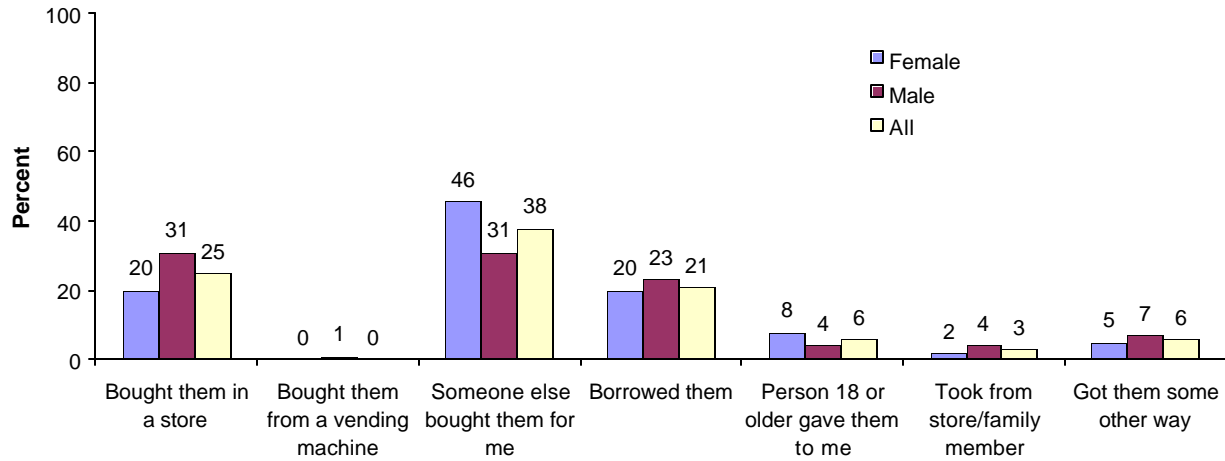
Figure 35. How current smokers less than or equal to 18 years old usually obtained cigarettes, by gender, Wisconsin middle school students



- Fifty percent of middle school students who smoke reported that they usually obtained their cigarettes by having someone else buy them for them (24%) or by borrowing them (26%).
- More females than males obtained their cigarettes by borrowing them from someone.
- Thirteen percent of middle school students bought their cigarettes either in a store (9%) or from a vending machine (4%).
- Thirteen percent of students had their cigarettes given to them by someone over age 18, 12% took them from a family member or store and 13% got them some other way.

Enforcement (continued)

Figure 36. How current smokers <18 years old usually obtained cigarettes, by gender, Wisconsin high school students



- Twenty-five percent of high school students under 18 years of age who smoke obtained their cigarettes by buying them in a store. More high school males (31%) bought their own cigarettes as compared to high school females (20%)
- Thirty-eight percent of high school students obtained their cigarettes by having someone else buy them for them. This was especially true for high school females as compared to high school males.
- Three percent of high school students took them from a store or family member and 6% reported getting them some other way.

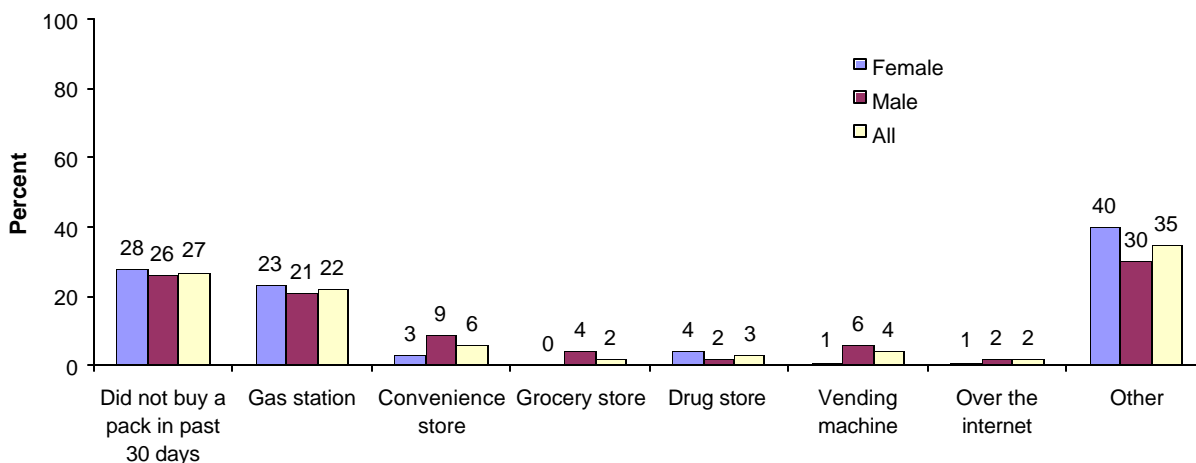
Enforcement (continued)

❖ *"During the past 30 days, where did you buy the last pack of cigarettes you bought?"*
(CHOOSE ONLY ONE ANSWER)

Response options were (a) I did not buy a pack of cigarettes during the past 30 days prior to the survey (b) A gas station (c) A convenience store (d) A grocery store (e) A drug store (f) A vending machine (g) I bought them over the Internet (h) Other.

Analysis is limited to current smokers under 18 years old. Middle school students and high school students are represented on separate graphs. Middle school and high school students are represented on separate graphs.

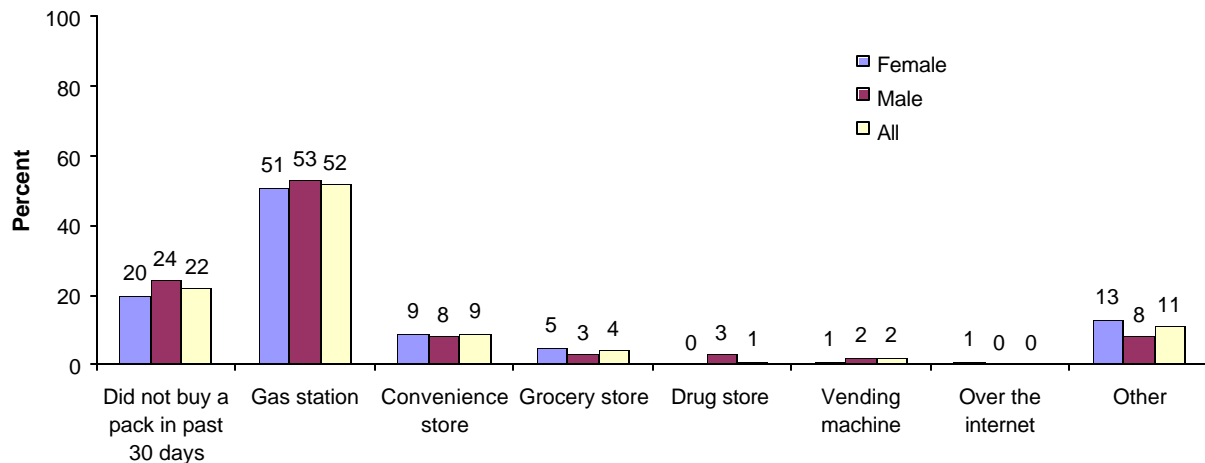
Figure 37. Where current smokers <18 years old bought their last pack of cigarettes, by gender, Wisconsin middle school students



- Thirty-nine percent of middle school students who smoke identified where they had purchased cigarettes prior to the survey. Twenty-two percent of students who smoke purchased their cigarettes from gas stations, 6% from a convenience store, 2% from a grocery store, 3% from a drug store, 4% from vending machines and 2% said over the Internet.
- Twenty-seven percent of students said they did not buy cigarettes in 30 days prior to the survey and 35% reported 'Other,' which may mean they did not buy cigarettes, but obtained them some other way or that they purchased somewhere not captured by this question.
- There was little difference in the purchasing habits of females and males except for a marked difference in those answering 'Other'. Forty percent of females compared to 30% of males responded that they purchased their cigarettes from some other place.

Enforcement (continued)

Figure 38. Where current smokers <18 years old bought their last pack of cigarettes, by gender, Wisconsin high school students



- Sixty-eight percent of high school students identified where they had purchased cigarettes in the 30 days prior to the survey: 52% from gas stations, 9% from convenience stores, 4% from grocery stores, 1% from drug stores and 2% from vending machines. Unlike the 2% of middle school students who reported purchasing cigarettes over the Internet, less than 0.5% of high school students reported Internet purchases.
- Twenty-two percent of high school students reported not buying cigarettes in the past 30 days and 11% reported 'Other'.
- As seen with middle school students, the purchasing habits of females and males were similar, except once again, more females (13%) than males (8%) reported purchasing their cigarettes from some other venue.

Enforcement (continued)

❖ ***"When you bought or tried to buy cigarettes in a store during the past 30 days, were you ever asked to show proof of age?"***

Response options were (a) I did not try to buy cigarettes in a store during the past 30 days (b) Yes, I was asked to show proof of age (c) No, I was not asked to show proof of age.

The percent of students who tried to buy cigarettes in a store and were asked to show proof of age is defined as responding (b) Yes, I was asked to show proof of age. Analysis is limited to current smokers, under 18 years old. The data are not represented by grade because the sample size was less than 50 students for some grades. (See Figure 39)

❖ ***"During the past 30 days, did anyone refuse to sell you cigarettes because of your age?"***

Response options were (a) I did not try to buy cigarettes in a store during the past 30 days (b) Yes, someone refused to sell me cigarettes because of my age (c) No, no one refused to sell me cigarettes because of my age.

The percent of student who were refused cigarettes in the past 30 days because of their age is defined as responding (b) Yes, someone refused to sell me cigarettes because of my age. Analysis is limited to current smokers, under 18 years old. The data are not represented by grade because the sample size was less than 50 students for some grades.* (See Figure 40)

Figure 39. Current smokers under 18 who bought cigarettes at a store and were asked to show proof of age, by gender*, Wisconsin middle and high school students

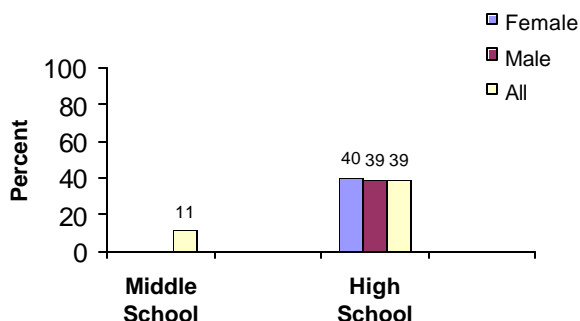
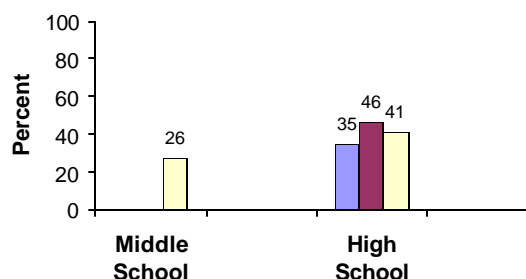


Figure 40. Current smokers under 18 who bought cigarettes at a store, who were refused cigarettes because of their age, by gender*, Wisconsin middle and high school students



- Overall, 11% of middle school and 39% of high school smokers under 18 years old who tried to buy cigarettes in a store were asked to show proof of age.
- Twenty-seven percent of middle school students and 41% of high school students were refused the sale.
- High school males were refused sales more than females (46% vs. 35%).

* Results for middle school males and females are not reported because sample sizes were less than 50 students

Enforcement (continued)

Section discussion

To restrict youth access to cigarettes, we must first understand how and where they obtain cigarettes.

Students that smoke reported obtaining their cigarettes in a variety of ways. There were differences in the usual source of cigarettes among middle school and high school students. Middle school students were most likely to report they borrowed them (26%) or had someone buy cigarettes for them (24%). Only 13% of middle school students who smoke reported buying cigarettes. High school students reported they had someone buy cigarettes for them (38%), borrowed them (21%), or bought them (25%).

Thirteen percent of middle school students reported they got cigarettes ‘some other way’. This suggests there are important access methods that the survey does not ask about. It is probable that some students who ‘bummed a cigarette,’ never with the intention of returning it, chose this answer instead of ‘borrowed them’.

For enforcement purposes it is important to look at where students say they purchased cigarettes. The majority of students who successfully bought cigarettes in the past 30 days purchased them from gas stations or from convenience stores. As with the question on how students usually obtain cigarettes, the ‘other’ response may need clarification in future surveys.

Overall, 11% of middle school and 39% of high school smokers under 18 years old who tried to buy cigarettes in a store were asked to show proof of age and 27% of middle school students and 41% of high school students were actually refused the sale. High school males were refused sales more than females (46% vs. 35%). The number of middle school students in this sample was too small to categorize by gender; also many of the sample sizes (since for this question the sample was limited to current smokers who tried to buy cigarettes) by grade were too small to give reliable estimates.

All states, including Wisconsin are required by provisions of the federal Synar Amendment to (1) have and enforce laws regarding youth access to tobacco, (2) conduct annual statewide inspection surveys that accurately measure the effectiveness of their enforcement efforts; and (3) report rates of ability of youth to buy cigarettes annually to the U.S. Department of Health and Human Services.

Enforcing tobacco control policies deters violators and tells the public that community leaders believe the policies are important. It is important that laws are actively and consistently enforced at the local, State, and Federal levels. Data suggest that reducing tobacco sales to minors from commercial sources may reduce tobacco use among minors, as well as reduce current and potential health problems.